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Enriching Lives Through Effective And Caring Service



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Cynthia D. Banks
Director
Otto Solórzano
Chief Deputy

November 09, 2016

The Honorable Board of Supervisors
County of Los Angeles
383 Kenneth Hahn Hall of Administration
500 West Temple Street
Los Angeles, California 90012

Dear Supervisors:

ADOPTED

BOARD OF SUPERVISORS
COUNTY OF LOS ANGELES

23 November 9, 2016

LORI GLASGOW
EXECUTIVE OFFICER

REQUEST FOR DEPARTMENT NAME CHANGE FROM COMMUNITY AND SENIOR SERVICES TO WORKFORCE DEVELOPMENT, AGING AND COMMUNITY SERVICES

(ALL SUPERVISORIAL DISTRICTS) (3 VOTES)

SUBJECT

This letter seeks your Board's approval of the attached ordinance, which amends the Los Angeles County Code to change the departmental name from Community and Senior Services (CSS) to Workforce Development, Aging and Community Services, and makes other factual and technical corrections to update sections of the Los Angeles County Code. The new name was selected following significant engagement of CSS executive management and staff to better reflect and communicate CSS's current and anticipated service delivery mandate.

IT IS RECOMMENDED THAT THE BOARD:

Approve the accompanying ordinance amending the Los Angeles County Code Title 2 – Administration, Chapter 2.114; Title 3 – Advisory Commissions and Committees, Chapter 3.76; Title 6 – Salaries, Chapter 6.58; and Title 13 – Public Peace, Morals and Welfare, Chapter 13.7 to reflect the departmental name change from Community and Senior Services to Workforce Development, Aging and Community Services; and to make other factual and technical corrections that update sections of the Los Angeles County Code.

PURPOSE/JUSTIFICATION OF RECOMMENDED ACTION

The name "Community and Senior Services" was adopted more than 20 years ago, on August 31, 1995, when your Board approved changing the name from Department of Community and Senior Citizen Services. Since that time, CSS has established itself as a dynamic and multifaceted agency

with lead responsibility in the County for a multitude of programs and services in the areas of workforce development, aging and community services.

CSS is the County's lead agency for workforce development, an area of increasing responsibility, first under the Workforce Investment Act of 1998 (WIA), and more recently as a result of the Workforce Innovation and Opportunity Act of 2014 (WIOA). CSS oversees the second largest network of America's Job Centers of California (AJCCs) in the State of California, which provides workforce development services to connect adults and youths to employment opportunities, work experience and training. Additionally, CSS' role in workforce development has grown in recent years due to Board of Supervisors priorities such as Proposition 47 and the L.A. County Youth Jobs Program. As a result of WIOA and expanding Board mandates related to workforce development, CSS is strengthening the County's workforce development system to ensure it prepares a skilled workforce that meets the labor needs of the region's economy, with a particular focus on high-growth industry sectors, while also targeting services to high-need, priority populations.

CSS is also the County's lead agency in the area of social services to older adults, a population that is projected to double within the County of Los Angeles between 2010 and 2030. CSS operates the County's Area Agency on Aging (AAA), which is the largest aging network in California. As an AAA, CSS provides numerous social services for older adults – such as congregate and home-delivered meals, nutrition education, family caregiver support, health insurance counseling and advocacy, legal assistance, and supportive services. CSS also oversees Adult Protective Services (APS), a 24-hour Crisis Intervention Program mandated by SB 2199, which was enacted in 1998. APS is responsible for investigation of elder and dependent adult abuse throughout the County. Moreover, CSS recently joined with the City of Los Angeles, the Milken Institute, USC, UCLA and AARP to launch Purposeful Aging Los Angeles, a multi-year initiative that will unite public and private resources, ideas and strategies to prepare the region for a rapidly aging population. The vision of Purposeful Aging Los Angeles is to make the Los Angeles region the most age-friendly in the world.

In addition to workforce development and aging programs, CSS also implements a diverse array of community services. CSS oversees 14 Community and Senior Centers from the Antelope and San Gabriel Valleys to San Pedro. These Community and Senior Centers serve as local hubs for the delivery of recreational, educational and social activities and services. CSS also provides community programs intended to promote positive race and human relations in an increasingly complex and multicultural County, including hate crimes awareness and prevention, policing practices, youth leadership development, as well as dispute resolution services and supportive services to the American Indian population.

The new proposed department name – Workforce Development, Aging and Community Services – was selected following an extensive process to obtain feedback from executive management and staff regarding the best name that captures the current and projected scope and role of the Department. The new name recognizes “workforce development” as a growing Board priority and the central role of workforce development to the Department's overall mandate. The new name also reflects the Department's role as the lead County agency in providing services for older adults. The use of the term, “aging” is consistent with state and federal legislation, including the Older Americans Act and the Older Californians Act, which identify “Area Agencies on Aging” as the local entities charged with integrating diverse federal, state and local resources to provide services to older adults. Finally, the new name maintains recognition of the Department's longstanding and ever-growing role in providing a wide-range of community services throughout the County.

Implementation of Strategic Plan Goals

The recommended actions support Countywide Strategic Plan Goal 1: Operational Effectiveness/Fiscal Sustainability and Goal 2: Community Support and Responsiveness

FISCAL IMPACT/FINANCING

There is no fiscal impact associated with approval of the proposed ordinance amendment. Costs associated with changing the departmental name, such as development of a new logo, creation of new signage, and designing and printing of new business cards/letterhead will be covered by CSS' current budget.

FACTS AND PROVISIONS/LEGAL REQUIREMENTS

On August 31, 1995, your Board approved an ordinance amendment to Los Angeles County Code that changed the Department's name from Department of Community and Senior Citizen Services to Community and Senior Services. An ordinance amendment is required to change the departmental name from Community and Senior Services to Workforce Development, Aging and Community Services. The accompanying ordinance implementing the amendment to Los Angeles County Code has been reviewed and approved by County Counsel.

IMPACT ON CURRENT SERVICES (OR PROJECTS)

This proposed ordinance more accurately communicates the Department's primary programmatic areas of workforce development, aging and community services than the current ordinance and makes other factual and technical corrections to update sections of the Los Angeles County Code. It is anticipated that the new name will enhance service delivery by better aligning the Department's public brand and image with the major services provided by the Department.

CONCLUSION

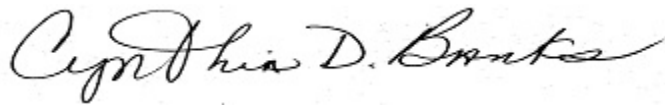
It is recommended that your Board approve the accompanying ordinance, which changes the Department's name from CSS to Workforce Development, Aging, and Community Services, and makes other factual and technical changes to update sections of the Los Angeles County Code. Should you have questions, please contact Kevin Anderson, Special Assistant, by email at kanderson@css.lacounty.gov, or by phone at 213-738-2593.

The Honorable Board of Supervisors

11/9/2016

Page 4

Respectfully submitted,

A handwritten signature in cursive script that reads "Cynthia D. Banks". The ink is dark and the signature is fluid, with a long, sweeping tail on the letter 's'.

CYNTHIA D. BANKS

Director

CDB:OS:KA:rkl

Enclosures

c: Chief Executive Officer
County Counsel
Executive Officer, Board of Supervisors